FY2002 Customer Satisfaction Survey Report

Prepared by:
Proactive Customer Advocacy Program
Marketing Team
Marketing and Registration Division
Directorate of User Services

August 2002

REPORT DOCUMENTATION PAGE

1. REPORT DATE *(DD-MM-YYYY)*

2. REPORT TYPE

3. DATES COVERED *(From - To)*

4. TITLE AND SUBTITLE

FY 2002 Customer Satisfaction Survey Report

5a. CONTRACT NUMBER

5b. GRANT NUMBER

5c. PROGRAM ELEMENT NUMBER

6. AUTHOR(S)

5d. PROJECT NUMBER

5e. TASK NUMBER

5f. WORK UNIT NUMBER

7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES)

8. PERFORMING ORGANIZATION REPORT NUMBER

9. SPONSORING / MONITORING AGENCY NAME(S) AND ADDRESS(ES)

10. SPONSOR/MONITOR'S ACRONYM(S)

11. SPONSOR/MONITOR'S REPORT NUMBER(S)

12. DISTRIBUTION / AVAILABILITY STATEMENT

Approved for public release, distribution unlimited

13. SUPPLEMENTARY NOTES

14. ABSTRACT

15. SUBJECT TERMS

16. SECURITY CLASSIFICATION OF:

a. REPORT

b. ABSTRACT

c. THIS PAGE

17. LIMITATION OF ABSTRACT

18. NUMBER OF PAGES

19a. NAME OF RESPONSIBLE PERSON

19b. TELEPHONE NUMBER *(include area code)*

PREFACE

CUSTOMER SATISFACTION REPORTING
CONDUCTED BY THE DEFENSE TECHNICAL INFORMATION CENTER

The Defense Technical Information Center (DTIC) has surveyed its registered customers since 1999. There are two surveys conducted:

Top 200 Users. Defined in terms of the dollar value of billing, number of documents ordered, and downloads from Secure STINET. All 200 users are surveyed. Surveys were conducted in FY 2000, FY 2001 and will be conducted in FY 2002.

Customer Satisfaction Survey. A random sample of all users not included in the Top 200 Survey. Surveys were conducted in FY 1999, FY 2001 and FY 2002.

Selected data elements were combined into the 2001 Annual Survey Composite Data Report. A similar combined report is planned for FY 2002.

The DTIC Performance Report to the Defense Information Systems Agency (DISA) contains a report on overall customer satisfaction. This is derived from the Annual Survey Composite Data Report and reflects data from both the Top 200 Users Survey and the Customer Satisfaction Survey.

Customer Satisfaction Survey Results: How Do We Measure Up?

DTIC's general population customer satisfaction scores continue to rise and surpass the Federal Government American Customer Satisfaction Index (ACSI) baseline/benchmark score. See chart below for illustration:

Customer Service Elements	FY 99 Customer Satisfaction Survey	FY 2001 Customer Satisfaction Survey	FY2002 Customer Satisfaction Survey
DTIC Composite Scores	74%	76%	81%
ACSI Federal Government Benchmark	68.6%	68.6%	71.1%
DTIC Excels By	+5.4	+7.4	+9.9

Note: Data relevant to this chart is detailed in **Part II**

TABLE OF CONTENTS
FY 2002 Customer Satisfaction Survey Report

FY 2002 Customer Satisfaction Survey Report

Part I: Introduction

Purpose: In April 2002, the Defense Technical Information Center (DTIC) conducted its annual customer satisfaction survey to help us better understand how to serve our user community. The overall objective of this survey was to receive insight in measuring the effectiveness of DTIC's products and customer services. This report summarizes the results of the FY 2002 Customer Satisfaction Survey (FY 2002 CS Survey). It also compares results from the FY 2001 and FY 1999 Customer Satisfaction Survey findings. In addition, the survey queried customers in six areas:

- Customer Service Experiences
- Global Customer Service Performance
- DTIC Products and Services
- DTIC Online Services
- User Demographics
- Communication/Access and Information Requirements

Questions on the survey were geared toward customer service factors: accessibility, accuracy, courtesy, helpfulness, knowledge, professionalism, responsiveness, and speed of service. Other questions targeted aspecsa bet.i.e.,he survey queried Tjvolvnform,-12aact omers i18 areas:

-
-
- DTIC Online ix ahics
-
-

TfWers in8(Purpose:) Tj 64.8 0 TD /F2 11.04eb-bas quer

The survey population universe for this effort was 4,072. A total of 3,083 users were randomly selected to participate in the survey. After an intensive email and call effort lasting three and a half weeks, 463 or 15 percent of the sample population responded and were qualified as "valid" participants. With a universe of 5,000 users, an expected return rate of 15 percent, and a confidence level of 95 percent with a 5 percent error tolerance, the sample size would have to be at least 2,380 to be statistically valid. Since the sample surveyed was 3,083 users, the survey results are considered statistically valid based on the above criteria. An average of 858 of the 2,961 email notifications sent out were returned as non-deliverable. The following are possible reasons:

- Email address on file not valid
- User no longer at email address
- Increased security due to 911 shut down agency email systems
- Server problems for recipient or originator

Important Note: When considering the results of **Part 1** of the survey process, it is important to recognize that 25% of the universe was not surveyed, and that of the 3,083 surveyed, 15% responded. We believe that those who were surveyed but did not respond are more likely not to consider themselves DTIC users, or not to perceive themselves as having a sufficient stake in DTIC to take the time to respond.   Analysis of the survey results will always need to be tempered by considerations of who did and who did not respond, and to what extent those who responded have the same characteristics or views as those who did not respond.

Overall Findings

User Demographics

♦ The majority of respondents overall classified their job position as Librarian who primarily acts as information provider.

♦ The majority of Department of Defense (DOD) respondents in particular overwhelmingly reported themselves as end users.

♦ The majority of users responding came from three user groups: Librarians, Engineers and Researcher/Analysts.

♦ More than a third of DTIC users reported being registered for six years or more.

♦ Less than one fifth of users reported being registered with DTIC for less than one year.

Communication/Access

♦ Users find that the majority of their information needs are
  met by searching DTIC's collections.

♦ The majority of respondents find the Internet/Online services
  as the most often used communication channel to contact DTIC.

♦ The vast majority of customers reported that it is very
  important to extremely important to speak with a "live person"
  when calling DTIC.

♦ The majority of users prefer email as the primary means of
  receiving informational updates.

Marketing Communication

♦ Users reported that they are satisfied that DTIC does an
  adequate job in communicating (transmitting/mailing)
  information about new changes in and/or enhanced products and
  services offerings, training opportunities, etc.

♦ A third of all respondents reported reading the DTIC DIGEST.

♦ Nearly half of all respondents prefer the hardcopy version of
  the DTIC DIGEST to the electronic version.

Customer Service Issues

♦ 81 percent of surveyed respondents reported that they were
  satisfied with the level of DTIC's customer care.

♦ The customer satisfaction service ratings have shown an upward
  trend in comparison to previous years.

**Online Services (Public STINET, Secure STINET, Web-Enabled
DROLS, Classified DROLS)**

♦ Public STINET is still the most popular online service.

♦ Overall online service quality performance rating was low.

♦ Customer support for online services rating decreased 10
  percentage points from FY 2001.

♦ Overall, Librarians tend to rate online services the highest
  of DTIC's top 3 user groups.

Other DTIC Products and Services - *(as differentiated from online Services)*

♦ Overall product satisfaction has remained the same for the past 3 years.

♦ Product usage increased 50 percent.

♦ Customer satisfaction with DTIC's delivery of documents has steadily increased over the last 3 years.

General Findings

♦ The vast majority of users reported that DTIC is very important to the accomplishments of their business objectives.

♦ A significant majority of users reported that DTIC has a high to very high impact in supporting their overall mission.

♦ The vast majority of users would recommend DTIC to a colleague.

**Part II: Global Customer Service
Performance Rating Review**

Overall Customer Satisfaction Performance Ratings: With
regard to the FY 2002 CS Survey, an impressive number of
respondents (81 percent) reported that they were satisfied with
the level of DTIC's customer care. The FY 2002 composite
customer service score is up by 5 points, from 76 percent, since
last year. Aspects of the customer satisfaction service ratings
have shown an upward trend in comparison to previous years. This
can be illustrated in the graph (Fig 2.1) below:

**Comparative Analysis of Customer
Satisfaction (Customer Care) Performance Rating**

Percentage			
	FY 1999 CS Survey	FY 2001 CS Survey	FY 2002 CS Survey
	74	76	81
DTIC Composite Scores	74	76	81

Fig 2.1

In order to produce the customer service composite score,
respondents were asked to rate their level of satisfaction with
DTIC's customer care in eight (8) distinct quality areas. Those
critical care elements and response data are displayed below in
Fig 2.2. With regard to aspects of this year's customer care
quality factors, all had shown improvement. The most improvement
has been DTIC's ability to effectively respond to user inquiries
and problems in a timely manner, both up 6 points.

DTIC's Overall Customer Care Quality Factors	FY 2001 Customer Satisfaction Survey	FY 2002 Customer Satisfaction Survey	Performance Gap
Accessibility (Easy to access staff)	72%	77%	+5
Accuracy (Provided correct info)	76%	80%	+4
Courtesy	81%	85%	+4
Helpfulness	79%	83%	+4
Knowledge	77%	83%	+6
Professionalism	81%	85%	+4
Responsiveness(Timely response)	72%	78%	+6
Speed of Service	71%	77%	+6
Overall Rating	76%	81%	

Note: FY 99 CS survey had similar quality factor descriptors, but varied in some instances in comparison to FY 2001 and FY 2002 CS surveys (i.e., follow-up call, problem resolved to your satisfaction and communication skills). **Fig 2. 2**

Comparative Benchmarking-Comparison to American Customer Satisfaction Index (ACSI)

DTIC's Customer Service Results:

- Results obtained from the **2001 Federal Government American Customer Satisfaction Index (ACSI)** have been measured against 53 different customer groups served by 39 federal government agencies.

- The 2001 December aggregated ACSI score for the Federal Government is 71.1 percent, up 3.5 points from 68.6 percent since last year.

- DTIC's FY 2002 Overall Customer Satisfaction composite score is 81 percent.

- When measured in terms of the 2001 ACSI, it is above the established federal baseline/benchmark score by 9.9 points. Note: Index scores detailed in **Part II** of this summary do not include Top 200 users. FY 2002 Top 200 users' scores will be integrated once the survey is completed. This will result in the established FY 2002 DTIC baseline customer satisfaction performance rating.

Customer Service Elements	FY 99 Customer Satisfaction Survey	FY 2001 Customer Satisfaction Survey	FY2002 Customer Satisfaction Survey
DTIC Composite Scores	74%	76%	81%
ACSI Federal Government Benchmark	68.6	68.6%	71.1%
DTIC Excels by	+5.4	+7.4	+9.9

Fig 2 .3

Importance of DTIC to Accomplishment of Business Objectives and Mission Support:
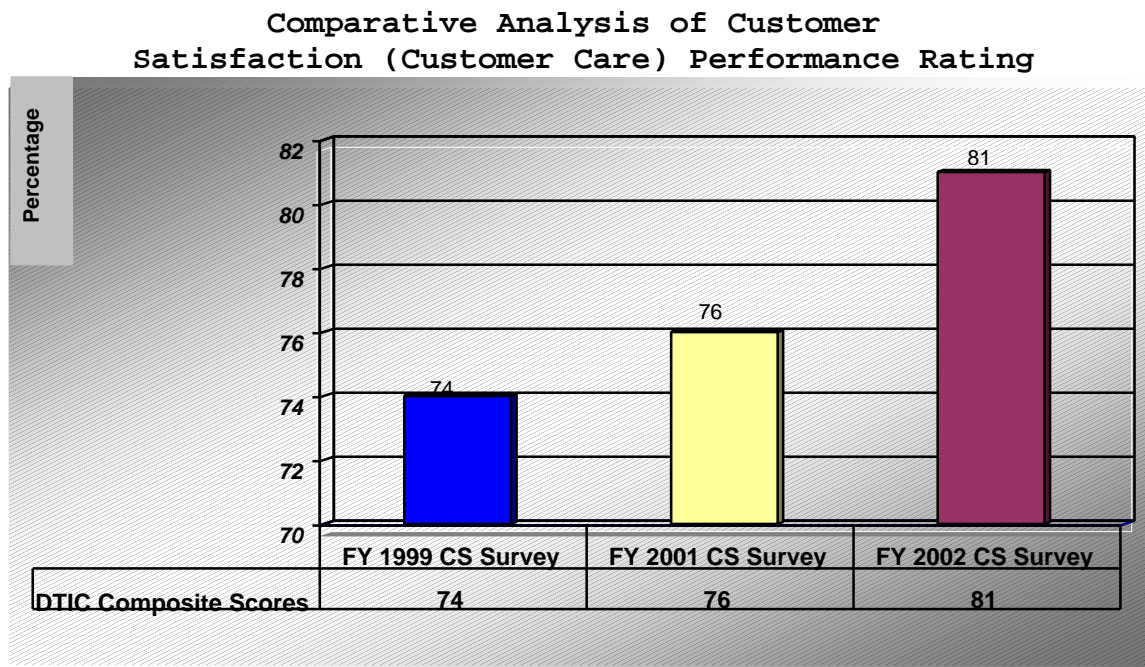
The vast majority of users reported that DTIC is important to the accomplishment of their business objectives (86 percent) and mission support (82 percent). In addition, over half of the respondents see DTIC's role as "very to extremely important" in their business accomplishment.

Fig 2.4

Note: This is the first year we have directly asked DTIC's general users questions on business objectives and mission support; therefore, no comparable data are available. However, these questions have been asked of our Top 200 users in previous surveys.

Fig 2.5

Recommending DTIC Product(s) and/or Service(s) to Colleagues:

Overall, 91 percent of respondents would recommend DTIC to colleagues. FY 2002 CS survey data on this issue show a 7 point increase over FY 2001. These high numbers are also supported by the numerous written comments from respondents indicating their need and support for DTIC's type of services. See **Part VII** for a sampling of supportive user comments.

Comparative Analysis on Recommendations of DTIC to Colleagues

	FY 99 Customer Satis. Survey	FY 2001 Customer Satis. Survey	FY 2002 Customer Satis. Survey
■ Yes	79	84	91
□ No	6	4	0.2
■ Not Sure	14	12	8
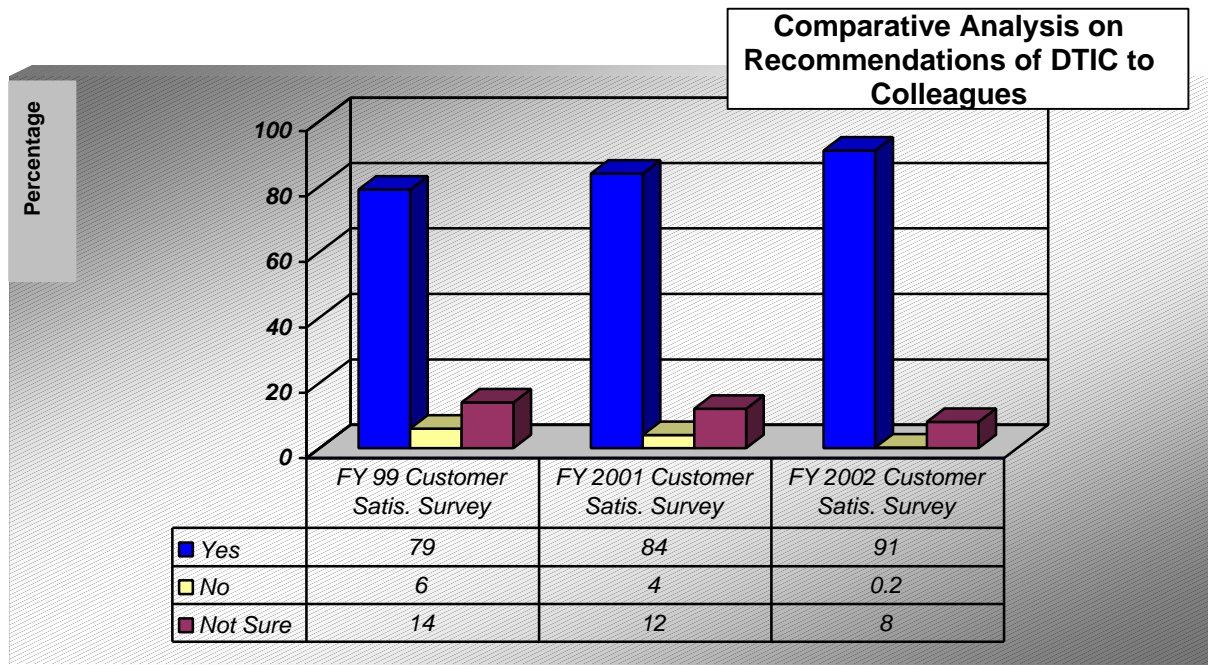
Fig 2.6

Delivery Processes:

Users responding to the FY 2002 CS Survey reported that DTIC does a good job at meeting anticipated delivery schedules. It is interesting to note that 22 percent of users indicated that they download documents themselves. Document download data are not available for FY 2001 and 1999. It is also interesting to note that a large percentage of Engineers and Researcher/Analysts (32 percent and 38 percent respectively) reported downloading documents themselves, while only 8 percent of Librarians reported downloading documents themselves.

Customer Satisfaction with Meeting Delivery Schedules

Percentage	FY 1999 CS Survey	FY 2001 CS Survey	FY 2002 CS Survey
DTIC Comparative Analysis	55	65	71
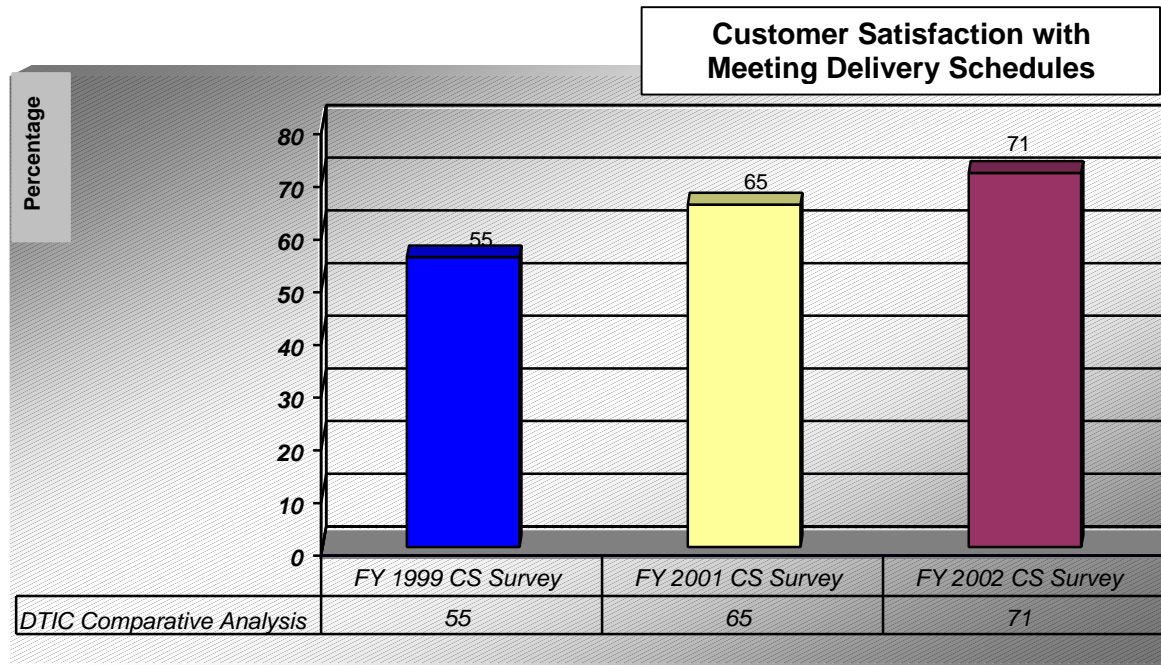
Fig 2.7

Customer Satisfaction with Meeting Delivery Schedules	FY 1999 Customer Satisfaction Survey	FY 2001 Customer Satisfaction Survey	FY 2002 Customer Satisfaction Survey
Every time to most of the time	55%	65%	71%
About Half the time	30%	26%	5%
Never to less than half	15%	9%	2%
*Download documents themselves	N/A*	N/A*	22%

*Data not gathered in previous survey

Fig 2. 8

9
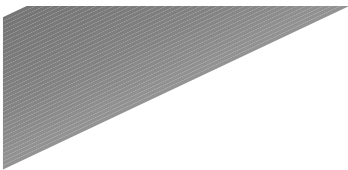
DTIC Online Service Overall Quality and Performance:

Users participating in the FY 2002 CS Survey reported the
following: 54 percent of users rated "Online Service Quality" as
"Very Good" to "Excellent," 21 percent as "Good," and 25 percent
as "Fair" to "Poor." More important are the ratings for
individual online services and individual quality factors which
are detailed below. Ratings for Classified DROLS were low, which
brought the averages for all online services down. Also
noteworthy are the ratings for customer support quality factor
for online services. Of the six factors targeted, customer
support was rated the lowest at 53 percent. These scores reflect
an overall customer satisfaction rating for online services of 58
percent which is down 10 points from last year.

For the FY 2001 CS Survey, users reported as follows: 60 percent
of users rated "Online Service Quality" as "Very Good" to
"Excellent," 32 percent as "Good," and 8 percent as "Fair" to
"Poor." This equates to an overall customer satisfaction rating
for online services of 60 percent, combining the results for
"Excellent" and "Very Good".

Comparative Analysis of DTIC's Online Services Performance Rating

FY 2001 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Accessibility (Access to site)	71%	24%	5%
Ease of Use (Navigating the site)	55%	34%	11%
Content	60%	33%	7%
Organization	56%	34%	11%
Usability (Information useful)	59%	35%	7%
Customer Support	61%	33%	7%
Overall Rating	**60%**	**32 %**	**8%**
FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Accessibility (Access to site)	57%	19%	24%
Ease of Use (Navigating the site)	52%	25%	24%
Content	56%	21%	23%
Organization	51%	25%	24%
Usability (Information useful)	55%	21%	24%
Customer Support	50%	16%	34%
Overall Rating	**54%**	**21%**	**25%**

Fig 3.3

Users responding to the FY 2002 CS Survey were asked to rate the level of online service using several quality factors below. The following identifies the online service quality rating segmented by the top three user groups, Librarians, Engineers, and Researcher/Analysts:

Accessibility Overall Ratings:
- 57 percent of Users rated accessibility as "Very Good" to "Excellent"
- 19 percent as "Good"
- 24 percent as "Fair" to "Poor"

Analysis of DTIC's Online Services Performance Rating – Accessibility (Access to site)

FY 2002 Customer Satisfaction Survey	Favorable %	Neutral %	Unfavorable%
Overall	57%	19%	24%
Librarian	69%	23%	9%
Engineer	42%	17%	42%
Researcher/Analyst	55%	19%	26%

Fig 3.4

Ease of Use (Navigating the site) Overall Ratings:
- 52 percent of users rated navigation as "Very Good" to "Excellent"
- 25 percent as "Good"
- 24 percent as "Fair"

Analysis of DTIC's Online Services Performance Rating – Ease of Use (Navigating the Site)

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Overall	52%	25%	24%
Librarian	60%	30%	10%
Engineer	38%	20%	42%
Researcher/Analyst	53%	19%	28

Fig 3.5

Content Overall Rating:

- 56 percent of users rated content as "Very Good" to "Excellent"
- 21 percent as "Good"
- 23 percent as "Fair"

Analysis of DTIC's Online Services Performance Rating - Content

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Overall	56%	21%	23%
Librarian	65%	26%	9%
Engineer	41%	16%	43%
Researcher/Analyst	52%	21%	28%

Fig 3.6

Organization Overall Rating:

- 51 percent of users rated organization as "Very Good" to "Excellent"
- 25 percent as "Good"
- 24 percent as "Fair"

Analysis of DTIC's Online Services Performance Rating - Organization

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable
Overall	51%	25%	24%
Librarian	57%	33%	11%
Engineer	37%	21%	43%
Researcher/Analyst	51%	20%	29%

Fig 3.7

Usability Overall Rating:

- 55 percent of users rated usability as "Very Good" to "Excellent"
- 21 percent as "Good"
- 24 percent as "Fair

Analysis of DTIC's Online Services Performance Rating - Usability

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Overall	55%	21%	24%
Librarian	68%	23%	9%
Engineer	38%	20%	43%
Researcher/Analyst	58%	13%	29%

Fig 3.8

Customer Support Overall Rating:

- 50 percent of users rated customer support as "Very Good" to "Excellent"
- 16 percent as "Good"
- 34 percent as "Fair"

Analysis of DTIC's Online Services Performance Rating – Customer Support			

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Overall	50%	16%	34%
Librarian	58%	20%	21%
Engineer	37%	10%	53%
Researcher/Analyst	50%	12%	38%

Fig 3.9

Comparative Analysis of DTIC's Online Services Performance Rating			

FY 2001 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Accessibility (Access to site)	71%	24%	5%
Ease of Use (Navigating the site)	55%	34%	11%
Content	60%	33%	7%
Organization	56%	34%	11%
Usability (Information useful)	59%	35%	7%
Customer Support	61%	33%	7%
Overall Rating	60%	32 %	8%
FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Accessibility (Access to site)	57%	19%	24%
Ease of Use (Navigating the site)	52%	25%	24%
Content	56%	21%	23%
Organization	51%	25%	24%
Usability (Information useful)	55%	21%	24%
Customer Support	50%	16%	34%
Overall Rating	54%	21%	25%

Fig 3.10

Performance of Individual Services:

Figures 3.11 to 3.14 depict the overall rating of various quality factors for each online service for the FY 2002 CS Survey.

Public STINET Quality Performance Rating

Factor	Rating
Accessibility	75.4
Ease of Use	68.6
Content	70.8
Organization	67
Usability	69.2
Customer Support	59.2
Overall Average	68.37

(%)

Fig 3.11

Secure STINET Quality Performance Rating

Factor	Rating
Accessibility	65.8
Ease of Use	63.6
Content	65
Organization	61.8
Usability	65.2
Customer Support	56.8
Overall Average	63.03

(%)

Fig 3.12

WED Quality Performance Rating

Accessibility	65.2
Ease of Use	63.2
Content	64.6
Organization	62.2
Usability	63.6
Customer Support	57.2
Overall Average	62.67

(%)

Fig 3.13

Classified DROLS Quality Performance Rating

Accessibility	37.8
Ease of Use	36.8
Content	40.6
Organization	39.4
Usability	39.6
Customer Support	39.4
Overall Average	38.93

(%)

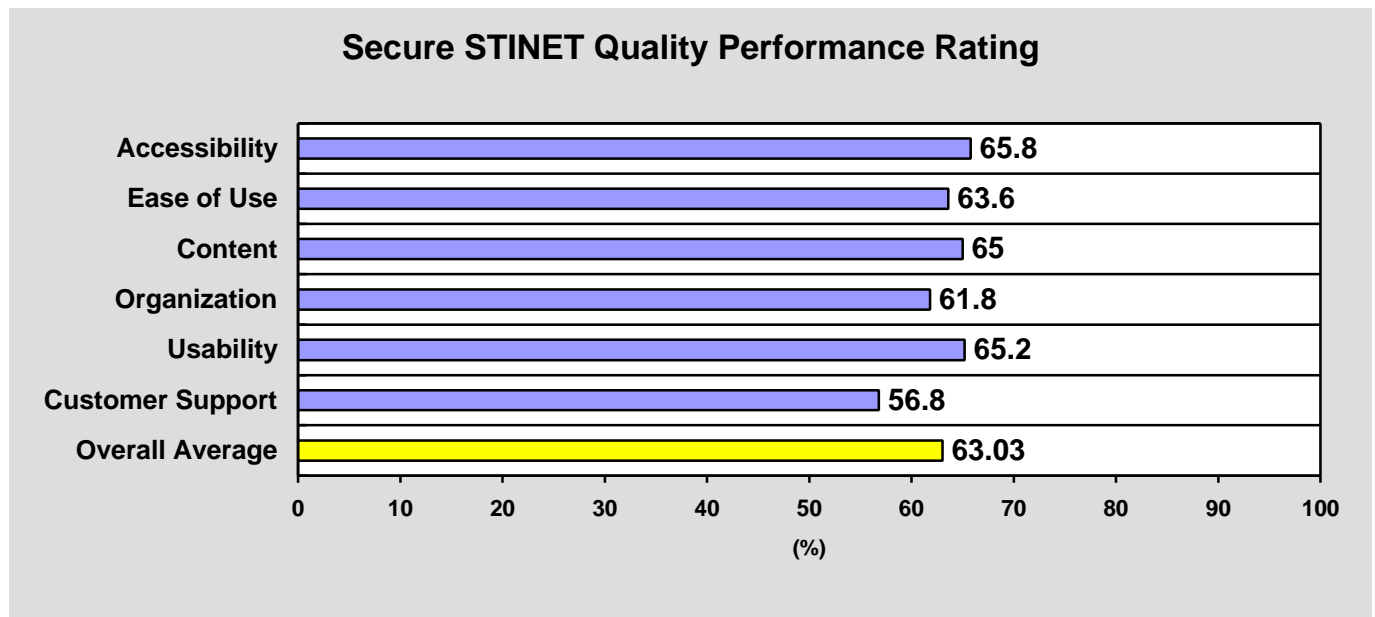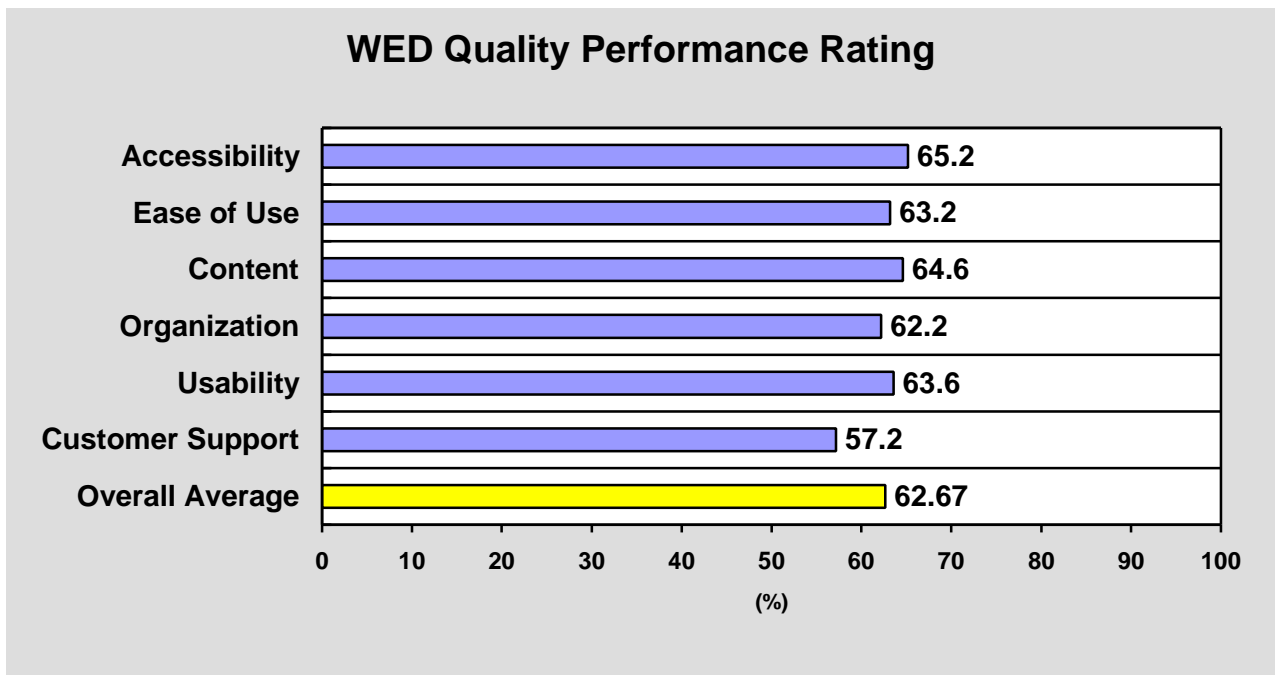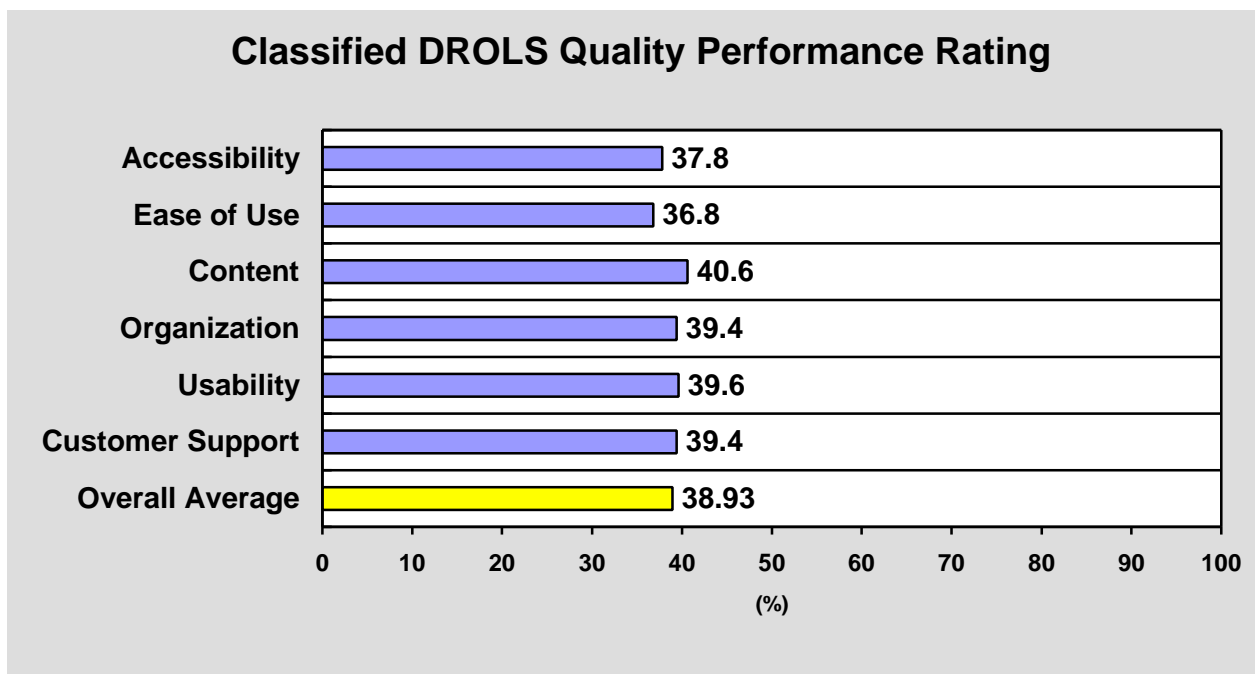**Fig 3.14**

Part IV: DTIC's Other Products and Services Usage Profile

The survey results show that 64% of respondents use the current awareness product, Research Summaries (RS). It may be, however, that respondents did not distinguish the RS database from the RS current awareness service, as there are more who respond as users than are actually registered for the current awareness product. It is unclear how the distortion created from this survey question may have affected other aspects of this data. Subscription records for other current awareness services show a reasonable relationship between subscriptions and survey responses for the other products.

Products and Services Usage Profile

Service/Usage	FY 2001 Customer Satisfaction Survey	FY 2002 Customer Satisfaction Survey	% Point Increase
ADD	2.3%	12.7%	+10.4
CAB	7.2%	19.4%	+12.2
ECAB	16.1%	24.7%	+8.6
Research Summaries	29.7%	63.8%	+34.1
Automatic Magnetic Tape Dist.	0.0%	2.0%	+2.0
TR Database CD-ROM	9.6%	30.4%	+20.8
Retrospective Bibliography Magnetic Tape	1.3%	1.4%	+0.1
The DTIC Review	24.4%	40.6%	+16.2
TRAIL	Not reported	19.4	N/A

Fig 4.1

For those users responding to the survey, detailed products and services usage is provided as follows including a breakdown for the top 3 job positions:

FY 2002 Comparison of Product & Service Usage for Top 3 User Groups

	TRAIL	DTIC Review	RBMT	TR-CD ROM	AMTD	RS	ECAB	CAB	ADD
Librarians	25	42	3	44	0	50	38	38	17
Engineers	17	38	0	22	0	59	4	40	0
Researcher/Analysts	14	37	0	33	4	71	17	18	17
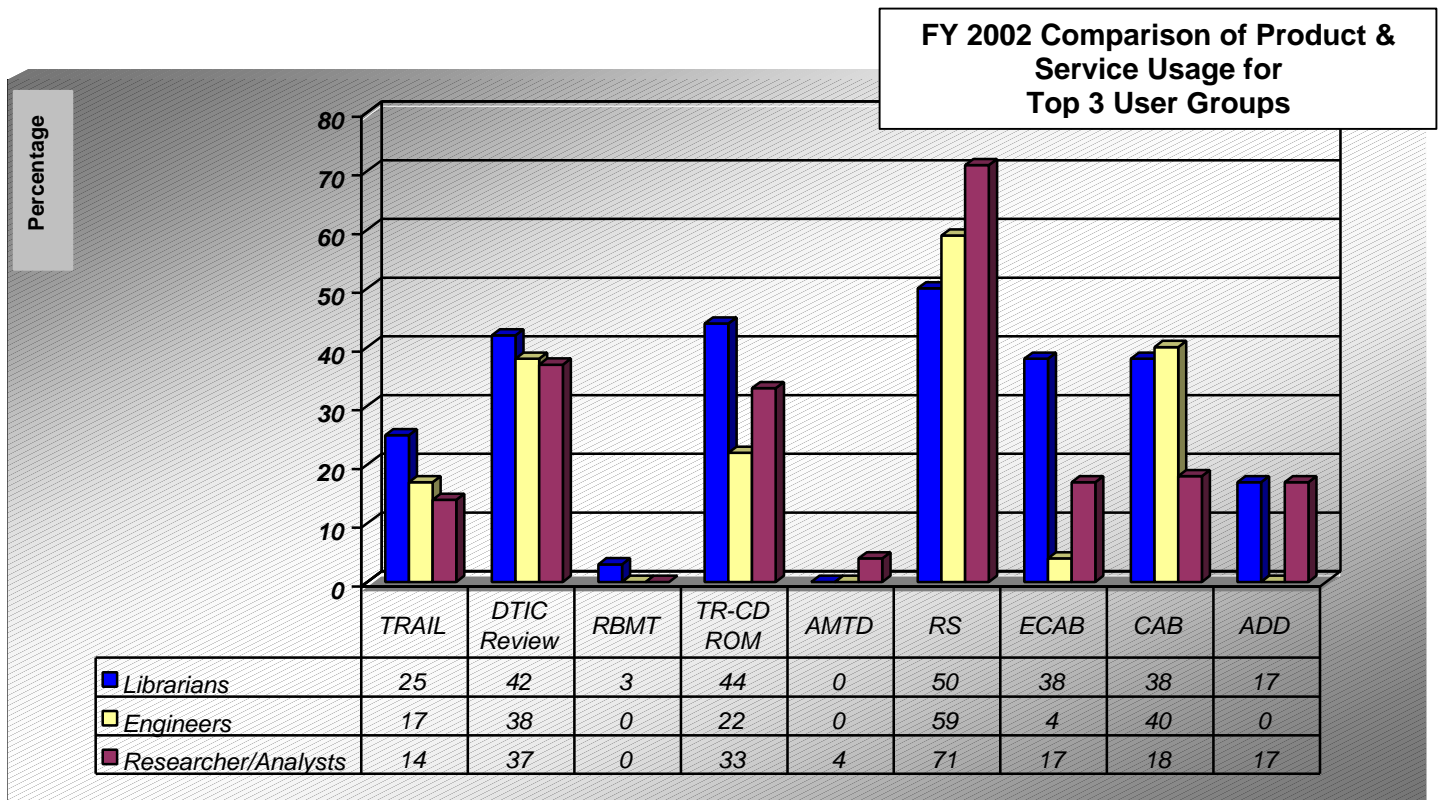
Fig 4.2

Overall Product/Service Quality and Performance:

For the FY 2002 users responding, the composite products and services overall quality satisfaction profile showed 70 percent rating "Very Good" to "Excellent," 27 percent as "Good," and 3 percent as "Fair" to "Poor." Ratings were similar in FY 2001 showing 70 percent as "Very Good" to "Excellent," 24 percent as good, and 7 percent as "Fair" to "Poor." Although data is limited for FY 1999, overall customer satisfaction with DTIC products remained basically the same at 70 percent of users responding favorably, 27 percent of users who were neutral and only 4 percent of users responding negatively.

Comparative Analysis of Overall Product/Service Quality

	FY 99 Customer Satisfaction Survey%	FY 2001 Customer Satisfaction Survey %	FY2002 Customer Satisfaction Survey %
■ Very Good to Excellent	70	70	70
□ Good	25	23	27
■ Fair to Poor	5	7	3

Fig 4.3
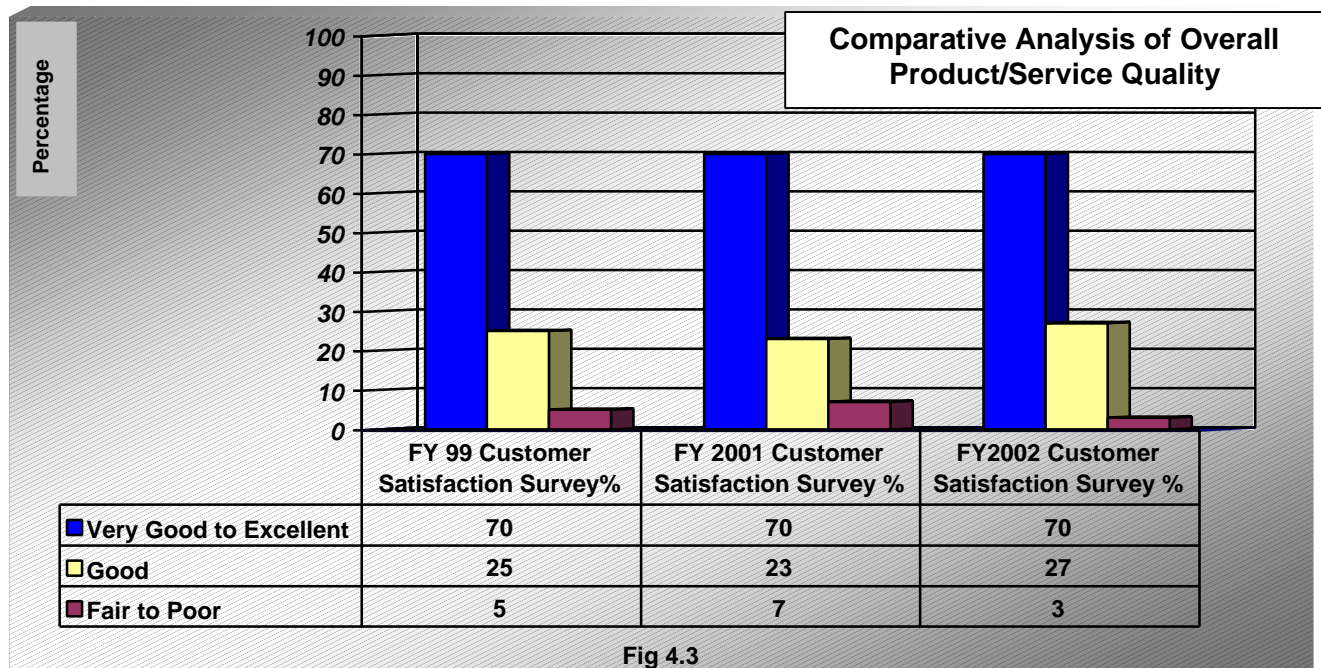
Satisfaction with Individual Products and Services:

Individually, in FY 2002 the products and services receiving the highest marks for overall quality satisfaction were ECAB (40 percent), Research Summaries (33 percent) and TR Database on CD ROM (32 percent). Individual products and services ratings were not available for FY 2001 and 1999. Overall, Librarians rated the individual products and services the highest while Engineers were the most negative in their ratings. Detailed information for several DTIC products and services is provided below.

Automatic Document Distribution (ADD):

- 72 percent of users rated ADD as "Very Good" to "Excellent"
- 28 percent as "Good,"
- 0 percent as "Fair"

Analysis of Products & Services Performance Rating – ADD

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Overall	72%	28%	0%
Librarian	80%	20%	0%
Engineer	0%	0%	0%
Researcher/Analyst	29%	71%	0%

Fig 4.4

Current Awareness Bibliography (CAB):

- 69 percent of users rated CAB as "Very Good" to "Excellent"
- 29 percent as "Good"
- 2 percent as "Fair"
-

Analysis of Products & Services Performance Rating – CAB

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Overall	69%	29%	2%
Librarian	65%	35%	0%
Engineer	100%	0%	0%
Researcher/Analyst	50%	50%	0%

Fig 4.5

Electronic Current Awareness Bibliography (ECAB):

- 71 percent of users rated ECAB as "Very Good" to "Excellent"
- 27 percent as "Good"
- 2 percent as "Fair"

Analysis of Products & Services Performance Rating – ECAB

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Overall	71%	27%	2%
Librarian	63%	37%	0%
Engineer	100%	0%	0%
Researcher/Analyst	67%	33%	0%

Fig 4.6

Research Summaries (RS):

- 78 percent of users rated RS as "Very Good" to "Excellent"
- 18 percent as "Good"
- 4 percent as "Fair"

Analysis of Products & Services Performance Rating – Research Summaries

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Overall	78%	18%	4%
Librarian	75%	25%	0%
Engineer	84%	4%	12%
Researcher/Analyst	67%	29%	4%

Fig 4.7

Technical Report (TR) Database CD-ROM:

- 79 percent of users rated TR Database on CD-ROM as "Very Good" to "Excellent"
- 15 percent as "Good"
- 7 percent as "Fair"

Analysis of Products & Services Performance Rating – TR Database CD-ROM

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Overall	79%	15%	7%
Librarian	80%	12%	8%
Engineer	80%	0%	20%
Researcher/Analyst	64%	36%	0%

Fig 4.8

The DTIC Review:

- 78 percent of users rated the DTIC Review as "Very Good" to "Excellent"
- 20 percent as "Good"
- 2 percent as "Fair"

Analysis of Products & Services Performance Rating – The DTIC Review

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Overall	78%	20%	2%
Librarian	81%	19%	0%
Engineer	79%	14%	7%
Researcher/Analyst	69%	23%	8%

Fig 4.9

Technical Report Automated Information List (TRAIL):

- 61 percent of users rated TRAIL as "Very Good" to "Excellent"
- 33 percent as "Good"
- 7 percent as "Fair"

Analysis of Products & Services Performance Rating – TRAIL

FY 2002 Customer Satisfaction Survey	Favorable%	Neutral%	Unfavorable%
Overall	**61%**	**33%**	**7%**
Librarian	39%	54%	8%
Engineer	75%	25%	0%
Researcher/Analyst	43%	43%	14%

Fig 4.10

PART V: User Demographics

Job Position Status and Organization Type:
The customer profile in this survey represents five (5) organizational groups, and seven (7) job positions, the distribution of which is shown in Figures 5.1 and 5.2. Aspects of the FY 2001 and FY 2002 CS Surveys showed similar organizational status percentages, indicating that the majority of respondents came from the DOD community (48 percent). However, a majority of FY 2002 CS Survey respondents classified their job position as Librarian (25 percent) in comparison to last year's majority of Researcher/Analyst/Program Manager (18 percent). Overall, these findings continue to reflect no significant changes to job position from previous surveyed years. It is interesting to note that of the respondents who classified themselves as DOD users, the majority chose the title of Engineer (22 percent) to describe their job position.

User Organization Type

Organization	FY 99 Customer Satisfaction Survey	FY 2001 Customer Satisfaction Survey	FY 2002 Customer Satisfaction Survey
DOD-Military Services Agencies	**46%**	52%	**48%**
Gov't. Contract/Industry	**40%**	35%	**38%**
Non-DOD Federal Gov't.	**6%**	1%	**5%**
Academia: College/Univ.	**6%**	11%	**3%**
HBCU/MI	**N/A**	N/A	**3%**

Fig 5.1

Job Position

Job Position	FY2001 Customer Satisfaction Survey	FY 2002 Customer Satisfaction Survey
Librarian	**16%**	**25%**
Engineer	**16%**	**17%**
Researcher/Analyst/Program Manager	**18%**	**16%**
Technical Info Specialist	**8%**	**9%**
Scientist	**14%**	**9%**
Contracting Officer	**2%**	**5%**
Resource Management/Financial/ Budget Analyst	**4%**	**4%**
Security Officer	**8%**	**N/A**
Other	**14%**	**15%**

Fig 5.2

Intermediary vs. End Users:

The two categories listed in the chart below reflect areas on how our users acquire scientific and technical information. Overall, the FY 2002 CS Survey revealed that 65 percent of users primarily act as information providers to others as illustrated in Fig 5.3. Aspects of the FY 2001-2002 data on intermediary and end user usage are relatively flat. In the course of analysis it is important to note that the majority of the DOD respondents overwhelmingly reported themselves as end users (70 percent). This could be due in part to the majority of the DOD community responding to this survey coming from the Engineering field (60 percent).

Intermediary vs. End User

Percentage	FY 99 Customer Satisfaction	FY 2001 Customer Satisfaction	FY 2002 Customer Satisfaction
Intermediary Users	83	64	65
End Users	16	32	35

Fig 5.3

Time as a Registered User:

More than a third of DTIC users have been registered users for six or more years (33 percent). This was a profound change in comparison with last year's results, in which the majority of users responding were new users 6 months or less (47 percent). The data displayed in Fig 5.4 below defines respondent's time as a registered user with DTIC:

Time Data	FY2001 Customer Satisfaction Survey	FY 2002 Customer Satisfaction Survey
6 months or less	47%	*
Less than 1 year	*	17%
7 months- 2 years	22%	*
1-2 years	*	29%
3-5 years	18%	21%
6 or more years	13%	33%

*Note-different measurement scales (time increments) were used for the two surveys
Fig 5.4

PART VI: Communications, Access and Information Requirements

Information Needs:

The vast majority of users (82 percent) reported a high level of satisfaction with their information needs being met by searching DTIC's collections. However, they do express continual need for electronic documents. Respondents also expressed concerns for currency and future informational needs to be included in DTIC's collections. For example:

- Chemical and Biological Warfare Information
- Homeland Defense
- Security Information
- Environmental Cleanup

Note: These four subject areas (information needs) identified above were the result of respondent's most frequently mentioned write-ins. Also FY 1999 and FY 2001 CS Surveys did not ask this question. Therefore, no comparisons can be made.

Communication Preferences and Satisfaction:

This year's CS survey finds the Internet/Online as the most often used communication channel to contact DTIC (39 percent). It is interesting to note that last year, the telephone was the preferred method for contacting DTIC.   There was also a significant increase in email and internet contacts. Although the FY 2002 CS data shows a slight decline in telephone contact (14 percent), the overall preferred communication data shows an upward trend in electronic communication.
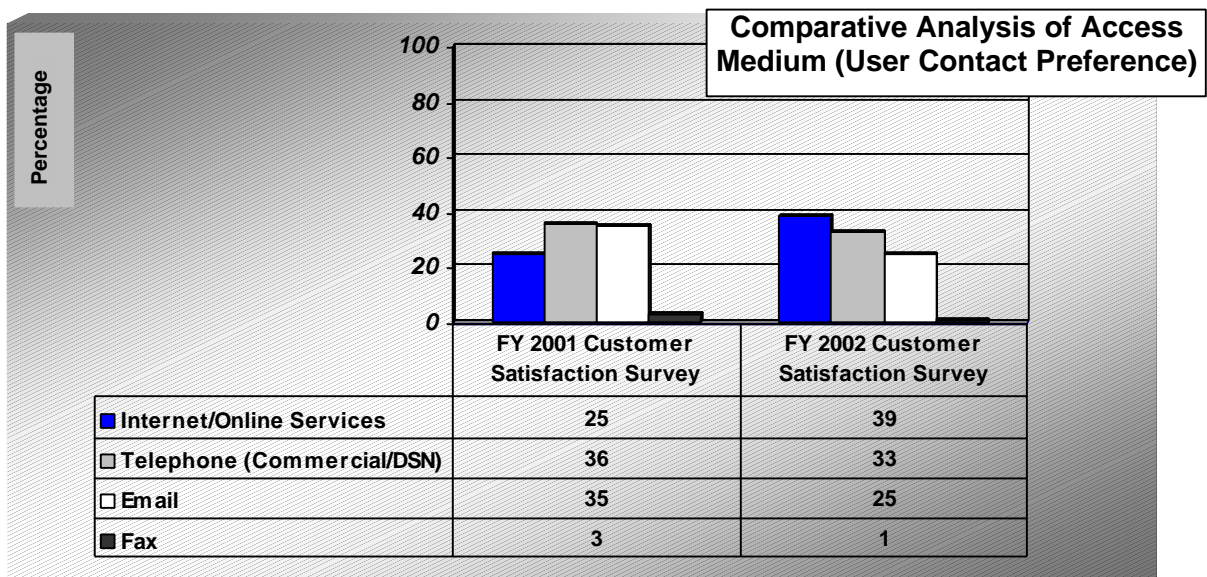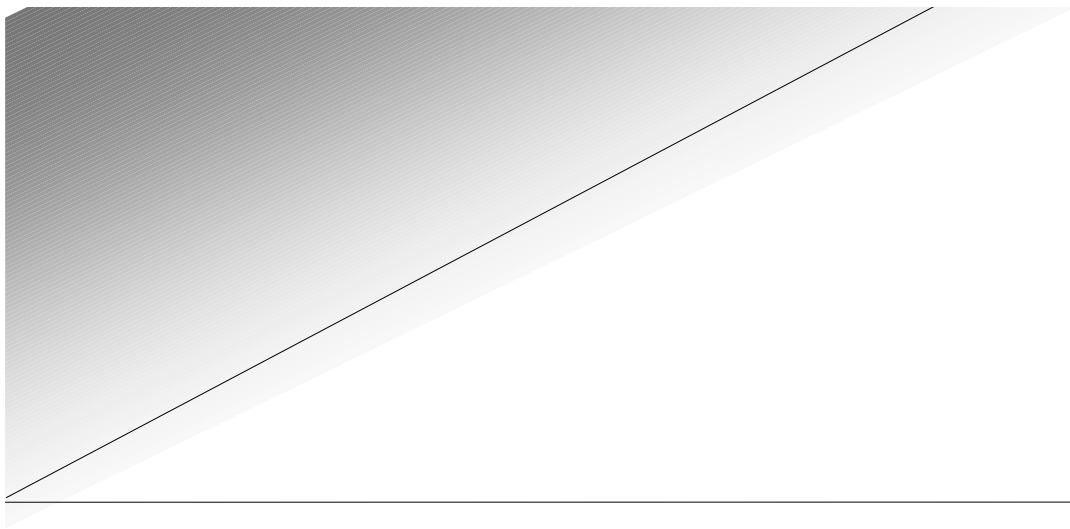
Comparative Analysis of Access Medium (User Contact Preference)

	FY 2001 Customer Satisfaction Survey	FY 2002 Customer Satisfaction Survey
■ Internet/Online Services	25	39
□ Telephone (Commercial/DSN)	36	33
□ Email	35	25
■ Fax	3	1

Fig 6.1

25

In addition, when users were asked how they would most like to be informed about DTIC products/services, updates, etc., users responded as follows:

- 69 percent preferred Email
- 13 percent preferred Electronic Mailing List (listservs)
- 11 percent preferred Web Site
- 6 percent preferred Mail

Comparative Analysis on Effectiveness of Corporate Communication

FY 99 Customer Satisfaction Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product /Service Changes	84%	3%	13%
Product /Service Changes	74%	8%	18%
Training Opportunities	59%	10%	31%
Submitting Documents	51%	8%	41%
Ordering Documents	84%	4%	12%
Method of Payments	69%	6%	25%
Registration	79%	3%	18%
Customer Support	81%	4%	15%
Annual Conference	68%	2%	30%
Overall Rating	**72%**	**5%**	**23%**
FY 2001 Customer Satisfaction Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
Product /Service Changes	81%	4%	15%
Training Opportunities	63%	5%	32%
Submitting Documents	46%	9%	45%
Method of Payments	56%	5%	39%
Registration	74%	5%	21%
Online Service	70%	6%	23%
Order Status	40%	14%	46%
Annual Conference	57%	2%	41%
Overall Rating	**61%**	**6%**	**33%**
FY 2002 Customer Satisfaction Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product /Service Changes	83%	16%	0.7%
Product/Service Changes	82%	16%	2%
Submitting Documents	59%	37%	4%
Training Opportunities	71%	27%	3%
Ordering Documents	77%	20%	3%
System Disruptions/Downtime	76%	22%	3%
Overall Rating	**75%**	**23%**	**3%**

Note: Inquiries on the specifics above varied year to year

Fig 6.3